Name: MOHD ASSIF

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PROFESSIONAL SUMMARY

* An experienced professional with overall experience of 3.1 years in Salesforce including more than 2.7 years with Salesforce Development.
* Responsible for maintaining the functional areas of data management, Implementing Service and Sales processes covering Cases, Leads, Accounts, Contacts, Opportunities.
* Having good experienced with various Data management tools **like Data Import wizard, Apex Data loader** and Third-party data management tools. Well versed with implementation of Bulk Data Import/Export, upsert and Mass deletion using various Data management tools.
* Extensive experience in configuring Salesforce.com application **by customizing Data Modeling and Management, API Development, and external Server integration standard objects, creating custom objects, validation rules, relationships, apps, tabs, page layouts, profiles, permission sets, sharing rules, workflows, approval process, reports and dashboards, data loader.**
* Experience in AppExchange Platform, Implementing and integrating Third Party Applications with of Salesforce CRM.
* Created workflow rules and defined related tasks, email alerts, and field updates.
* Experienced with providing security controls to users by using **Profiles, Roles, Permission Set and OWD Settings.**
* Defined **lookup and master-detail relationships** on the objects and created **junction objects** to establish connectivity among objects for creating many to many relationships.
* Good Experienced in Force.com Platform **Apex Classes, Apex Triggers, Batch Apex and Visual force Pages**.
* Good in relational databases as well as **SOSL/SOQL** in Salesforce environment.
* Having Solid understanding of OOP concepts, data modeling and SFDC Development Best Practices.
* Experienced with web services **(REST & SOAP, JSON & XML)** etc.
* Experienced in Agile development.
* Basic knowledge about Lighting side (LWC).
* Excellent work ethics, self-motivated, quick learner and team oriented. Continually provided value added services to the clients through thoughtful experience and excellent communication skills.

WORK EXPERIENCE

* Working with Engibiz Multisolution Private Limited as a Salesforce Development , Ghaziabad U.P. from July 2019 to TILL DATE.

EDUCATION QUALIFICATIONS

* B.Tech in 2018 From BBDIT Ghaziabad, Uttar pardesh .
* 12th from C B S E Board (delhi) in 2013.
* 10th from C B S E Board (delhi) in 2011.

PROJECTS PROFILE

**Project 3:**

Name of Organization: Engibiz Multisolution Private Limited.

Designation: **Salesforce Development**

Domain: **Healthcare**

Project Name: **Stericat Gutstrings (P) Ltd**

Client: **Stericat**

**DESCRIPTION:** Stericat Gutstrings (P) Ltd has a wide portfolio of products that are equipped with the latest innovative and superior technology. Stericat Gutstrings (P) Ltd deals primarily in three verticals i.e. Gastrointestinal, Respiration & Surgical divisions and contribute to the medical society with state of the art product categories that includes, Endotherapy devices in Gastrointestinal & Respiratory range whereas Surgical division includes High definition imaging system and Energy products to deal with General Surgery, and Urology field.

Stericat has always been a leader in the market for its innovative technologies, thus helping the society with the best in class quality, vast after sales services network to create a great value for money for each user in India.

**RESPONSIBILITIES:**

* Serve as primary system **Developer** for the Salesforce.com environment with **700+** users
* Handle all Developer functions including user **account maintenance, reports and dashboards, workflows, Apex, Trigger and other routine tasks.**
* Designed development and deployed Apex classes controller classes and Apex trigger for various functional needs in the application.
* Worked on **sales cloud** and **service cloud** with functionalities like oppourtunity Management and case management.
* Used Data loader and **import Wizard to insert, update and import bulk data** to Accounts,Contacts,Lead and opportunities.
* Maintained and developed Custom objects,Custom fields, Custom tabs Validation Rules and S-controls HTML.
* Worked on **Heroku connect to build apps, used Heroku processes** for deploying.
* Worked on Cases assigned in Salesforce which have requriments other than enhancements/development work.
* Used change **Sets and ANT Migration Tool** to deploy code from Sandbox to Sandbox or Sandbox to Production.
* Utilized **Workbench to query and migrate** both **data and metadata** in and out of the production and Sandbox Environment.
* Worked on Sales cloud functionalit, including Account Management, Sales forecasting, Service cloud, Marketing cloud/Exact Target platforms Sales and Marketing Application development, opportunity Management and Lead Management.
* Developed **Workflow Rules,Email Alerts,Email Templets and process Builder** to implement the business logic.
* Deployed the changes from Sandbox to production.
* Created Page Layouts to organize fields,custom links, related lists, custom feed views and Visualforce Pages on the record pages.
* Development UI using **CSS3, HTML5 tags, visual force components** and used Javascripts, for front and validation.
* Written Serveral **Apex classes , triggers and Batch classes** to write business logic.
* Participated in service cloud and Sales cloud for implementation/customizations.
* Worked on various control of metadata using **GIT** (GitHub and GitLab) and **SUN**.
* Implemented Users,Roles(**hierarchy**),Profiles,Permission sets to deny/grant access to platform features.
* **Worked in deploying/packaging effectively using Metadata API.**
* Created a sync of contacts,email alerts,events and tasks b/w Salesforce to outlook and outlook to Salesforce.
* Worked on Sales cloud and service cloud with functionalities like opportunity Management and case Management.
* Designed the custom Visualforce Pages for lead conversion and merging duplicates.
* Created email template and applied logic for outbound and inbound emails using Visalforce for clients and customer.
* ***Established constant communcation with the projects Manager and the development team during different stages of the agile life cycle.***

**ENVIRONMENT:**

Salesforce.com, Apex classes, controller classes, Apex trigger, Sales cloud, Service cloud, Data loader, Heroku, HTML, Heroku, ANT, Visual force, Metadata API, outlook, Git, Github, SUN, Css, Javascript, Sandbox, Windows.

**Project 2:**

Name of Organization: Engibiz Multisolution Private Limited.

Designation: **Salesforce Development**

Project Name: **Pharmacy Products UK**

Domain Name: **Healthcare**

Client: **Planet Drug Direct**

**DESCRIPTION:** Planet Drugs direct is one the world’s leading Danish Multinational Generics and specially pharmaceutical companies, providing products to customers in number of countries and territories. The company maintains one of the industry’s broadest and highest quality product portfolios.

**RESPONSIBILITIES:**

* Handle all basic administrative functions including user **account maintenance, reports and dashboards, workflows** and other routine tasks.
* **Development Apex classes controller classes, extansions and Apex Triggers** for various functional needs in the applications.
* Answer technical questions, solve technical problems, and suggest appropriate Workarounds related to supported applications.
* Utlized Apex Execute to call and execute Apex Jobes and rest Explorer to perform various **Rest API services**.
* Worked on **sales cloud functionally, including Account Management, sales forecasting, opportunity management and lead Management**.
* Written **Apex classes development Visual force pages** and worked on the maintenance and development Support for various Wiley requirement.
* Develop UI using **CSS, HTML tages, Visual force components** and Java script for front end validation.
* Configured Salesforce.com Platform including **Custom objects, Workflow Rules, Validation Rules, Profiles and permission Sets.**
* ***Used Jira for tracking the tickets created and assigned and monthly released and make sure that they are delivered on time.***
* Evaluated data entry import processes and ensure proper standareds along with Apex data loader.
* Debugged Apex Script using Debug Logs console to system Log console to catch excrpitions and execute Governor limit.

**Project 1:**

Name of Organization: Engibiz Multisolution Private Limited.

Designation: **Salesforce Development/Administrator & Support.**

Domain: **Finance**

Project Name: **Santander Consumer, USA**

Client: Santander Consumer,

**DESCRIPTION:** Santander Consumer USA Holdings Inc. (NYSE: SC) is a full-service, technology-driven consumer finance company focused on vehicle finance and unsecured consumer lending products.  Santander Consumer is customer service provider for maintaining relationships by assisting in customer business.

**RESPONSIBILITIES:**

* Serve as primary system administrator and Developer for the Salesforce.com environment with **500+** users.
* Handle all **administrative and Developer** functions including user account **maintenance, reports and dashboards, workflows, Apex, Trigger and other routine tasks**.
* Answer **technical questions, solve technical problems**, and suggest appropriate Workarounds related to supported applications.
* Help customers in **migrating data** between their Salesforce orgs using various **Data migration tools.**
* Develop and maintain technical expertise in assigned areas of product functionality and utilize that expertise effectively to help customers.
* Assisting Salesforce clients in finding the best **AppExchange products** that suit their business requirements and help them in integrating the same with Salesforce.
* Helping clients in creation and implementation of different **Sandbox environments as per their business needs**. If requires co-ordinate with their Account executives or Customer success managers for License related issues.
* ***Responsible for weekly prod release and manual testing before sharing the release items with testing team.***

PERSONAL INFORMATION

Date of Birth : 13th march,1995

Marital Status : Unmarried

Nationality : Indian

Languages Known : English, Hindi